

**A METHOD AND SYSTEM FOR CONTENT MANAGEMENT
ASSESSMENT, PLANNING AND DELIVERY**

ABSTRACT OF THE DISCLOSURE

5

A method is disclosed for designing a coordinated content management and delivery system, using key considerations related to the client environment, and using key processes, and applying these to the design problem with the assistance of a template showing basic content management and delivery element relationships, whereby such a system can be implemented wherein coherent sales, training or marketing campaigns may be efficiently generated to web-based and other clients.

10

15